

Message Text

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ACTION EUR-12

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AMEMBASSY BELGRADE
AMCONSUL ZURICH

UNCLAS BERN 1419

E.O. 11652: N/A
TAGS: BEXP, SQZ
SUBJECT: IMPORTER/EXPORTER DAY MEETING, BERN, MAY 17, 1978

REF: JAN 4, 1978 MEETING OF AMBASSADOR WARNER AND
ASSISTANT SECRETARY WEIL

1. AS PREVIOUSLY REPORTED TO COMMERCE BY TELEPHONE, EMBASSY HAS SELECTED DATE AND IS PROCEEDING WITH ORGANIZATION OF IMPORTER/EXPORTER DAY MEETING IN BERN ON MAY 17. PURPOSE OF MEETING IS TO INTRODUCE AMERICAN EXPORTERS WITH NEW PRODUCT LINES DIRECTLY TO SWISS IMPORTERS WHO SEEK TO EXPAND THEIR LINES AND TO CAPITALIZE ON PRESENT ADVANTAGEOUS EXCHANGE RATE. VENUE IS HOTEL SCHWEIZERHOF, BAHNHOFPLATZ 11, BERN FROM 9:30 A.M. TO 3:00 P.M.

2. MINIMUM OF 60-70 ACCEPTANCES EXPECTED FROM SWISS BUSINESSMEN. INVITATIONS TO SWISS WILL BE SENT OUT MID-APRIL AND WILL LARGELY BE DETERMINED BY SPECIFIC INTERESTS OF AMERICAN PARTICIPANTS. REPRESENTATIVES OF SWITZERLAND'S FOUR LARGEST DEPARTMENT STORE CHAINS WITH ANNUAL SALES IN EXCESS OF \$3 BILLION HAVE ALREADY AGREED TO BE PRESENT. ANOTHER 20-25 IMPORTERS HAVE REGISTERED PRELIMINARY INTEREST ON BASIS COMMERCIAL
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NEWSLETTER ANNOUNCEMENT.

3. MEETING WILL BE CONDUCTED IN ENGLISH. ONLY CHARGE FOR PARTICIPATION WILL BE 35 SWISS FRANCS (\$18.00) TO COVER LUNCHEON AND OTHER EXPENSES AT HOTEL SCHWEIZERHOF. WE RECOMMEND THAT PARTICIPANTS HAND-CARRY PRODUCT LITERATURE SO AS TO AVOID CUSTOMS AND OTHER DELAYS. ATTENDEES

FROM THE US SHOULD NOTIFY COMMERCIAL ATTACHE KURT GROSS
BY APRIL 30.

4. AMBASSADOR WARNER HAS SENT PERSONAL INVITATIONS TO
NEARLY 800 EXPORT AGENTS AND AMERICAN MANUFACTURERS WHO
WE BELIEVE ARE NOT ALREADY REPRESENTED IN SWITZERLAND.
ADDITIONAL LETTERS HAVE BEEN SENT TO EVERY STATE GOVERNOR
AND TO STATE ECONOMIC DEVELOPMENT OFFICES IN EUROPE. PACKET
OF DETAILED INFORMATION AND SPECIMEN INVITATION LETTERS

POUCHED TO SWISS COUNTRY MARKETING MANAGER HERB LINDSTROM
ON MARCH 17. (PACKET ALSO POUCHED TO BELGRADE.)

5. ACTION REQUESTED: EMBASSY WOULD APPRECIATE ANY ADDITIONAL
PROMOTION OF EVENT IN NEXT SEVERAL WEEKS WHICH COMMERCE
CONSIDERS WARRANTED. SPECIFICALLY, WE RECOMMEND
DISTRICT OFFICES BE INFORMED ASAP ABOUT MEETING SO
THAT THEY CAN SPREAD THE WORK TO INDIVIDUAL BUSINESS-
MEN WHO NOW ARE LOOKING AT THE SWISS MARKET AND AT
MARKETS IN THE MIDDLE EAST AND AFRICA WHICH ARE OFTEN
COVERED BY INTERMEDIARIES IN SWITZERLAND.
WARNER

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